

1.9508
P96

THE PUBLIC HAS A RIGHT TO KNOW

A HANDBOOK OF PUBLIC RELATIONS FOR
FSA PERSONNEL

REGION VIII

CONTENTS

Public Relations - What and Why	Page 1
You, Your Staff, and Your Office	Page 2
Personal Contacts	Page 5
Newspapers and Periodicals	Page 7
Radio	Page 11
Organizations	Page 14
County Committeemen	Page 15
Borrowers	Page 16
Other Governmental Agencies	Page 17
Visual Aids	Page 18
Personal Letters	Page 19
Tours	Page 20
Literature	Page 21
Newsletters	Page 22

MAR 22 1946

UNITED STATES
DEPARTMENT OF AGRICULTURE
LIBRARY



BOOK NUMBER 1.9508
P96

582154

gpo 8-7671

PUBLIC RELATIONS - WHAT AND WHY

This handbook does not pretend to offer an exhaustive discussion of the field of public relations. Some of the topics touched upon are professions in themselves. They cannot be covered in a pamphlet.

The reader is unlikely to find anything in this pamphlet that is new, or even unfamiliar, to him.

Then why have a handbook at all?

Because:

The public has a right to know about FSA. It is a public agency.

A public agency cannot operate successfully without public understanding of its purposes, its activities and its effectiveness.

Public understanding and support cannot be developed or maintained unless the public is informed and interested.

It is part of the every day job of the county supervisor and his co-workers to inform the public.

A review of some of the common techniques and tools available will make that job easier.

Not all of the suggestions incorporated in the following pages will be found of value by any one county supervisor. A workable public relations program must be adapted to the needs and facilities of the individual county. Supervisors will wish to incorporate into their planning their own ideas. They must decide for themselves what to stress and where to emphasize.

This handbook is offered as a reference, with the hope that it will stimulate thinking and planning in a field which promises fruitful yield in return for constant, intelligent, cultivation.

The committee has not yet decided whether to order an extensive investigation of the field of public relations. Some of the points to be considered are: (1) the need for a study of the field; (2) the need for a study of the field; (3) the need for a study of the field.

The report is not likely to be made available to the public at this time, but it will be made available to the public at a later date.

There are a number of other points to be considered.

Page 10

The committee has a right to know about this. It is a public record.

A public agency cannot operate successfully without public understanding of its purposes, its activities and its effectiveness.

Public understanding and support cannot be developed or maintained unless the public is informed and interested.

It is part of the every day job of the county supervisor and his co-workers to inform the public.

A review of some of the outstanding issues and needs available will also be made.

Not all of the suggestions mentioned in the following pages will be found of value to any one or more supervisors. A study of public relations programs must be adapted to the needs and facilities of the individual county. Supervisors will be asked to prepare a plan for their own county. They must develop the plan and submit it to the committee for review.

This handbook is offered as a reference, with the hope that it will be useful to those who are interested in public relations. It is not intended to be a complete guide, but it is hoped that it will be a helpful one.

PUBLIC RELATIONS - WHAT AND WHY

This handbook does not pretend to offer an exhaustive discussion of the field of public relations. Some of the topics touched upon are professions in themselves. They cannot be covered in a pamphlet.

The reader is unlikely to find anything in this pamphlet that is new, or even unfamiliar, to him.

Then why have a handbook at all?

Because:

The public has a right to know about FSA. It is a public agency.

A public agency cannot operate successfully without public understanding of its purposes, its activities and its effectiveness.

Public understanding and support cannot be developed or maintained unless the public is informed and interested.

It is part of the every day job of the county supervisor and his co-workers to inform the public.

A review of some of the common techniques and tools available will make that job easier.

Not all of the suggestions incorporated in the following pages will be found of value by any one county supervisor. A workable public relations program must be adapted to the needs and facilities of the individual county. Supervisors will wish to incorporate into their planning their own ideas. They must decide for themselves what to stress and where to emphasize.

This handbook is offered as a reference, with the hope that it will stimulate thinking and planning in a field which promises fruitful yield in return for constant, intelligent, cultivation.

This booklet does not pretend to offer an exhaustive discussion of the field of public relations. It is a guide to the field and a pointer to the resources in the field. It is a pointer to the resources in the field.

The reader is advised to read anything in this booklet that is new, or even unfamiliar, to him.

There are a number of other

features:

The Public has a right to know about the public. It is a public.

A public cannot operate successfully without public understanding of its purposes, its activities and its effectiveness.

Public understanding and support cannot be developed or maintained unless the public is informed and interested.

It is part of the every day job of the county supervisor and his co-workers to inform the public.

A review of some of the common techniques and tools available will make this job easier.

Not all of the suggestions mentioned in the following pages will be found of value by any one county supervisor. A supervisor should select the suggestions that are adapted to the needs and facilities of his individual county. Supervisors will wish to incorporate into their plans their own ideas. They must decide for themselves what to attempt and when to attempt it.

This booklet is offered as a reference, with the hope that it will stimulate thinking and planning in a field which deserves the best of our efforts, intelligence, and imagination.

YOU, YOUR STAFF AND YOUR OFFICE

The salesman is as important as the product in winning customers. FSA --- its objectives and its programs --- is the product. You, your staff and your office are the salesmen!

The incontestible fact is that FSA is popular or unpopular in your County to the degree to which you are popular or unpopular. Evidence abounds that this is true. A representative of Farm Security from the Regional Office can go into a county, casually inquire of several individuals as to what they think of the program, and the answers fall into two categories: (1) "Sure, FSA is all right; that Supervisor is a fine fellow", (2) "Well, I don't know much about the program, but that fellow in charge here isn't so hot!"

Of course there is the third possible answer: "Farm Security? Not sure I know much about it. Some sort of a farm board dispensing relief, isn't it?" This Supervisor wasn't promoting bad public relations; he just wasn't promoting any public relations at all!

Granting them that you as an individual vitally affect the matter of public relations, it might be well to devise your own check list to determine how well you measure up in at least three prime essentials: (1) ability to get along with people, (2) knowledge of and enthusiasm for your product, and (3) moral integrity.

Ability To Get Along With People. --- Your personality is the key to good public relations. The successful public relations man likes people. It is a deep and genuine thing with him, which shows in his smile and rings in his voice. People are likely to approve of what he does and of what he represents because they approve of him.

Specifically, as a Federal worker there also is involved the attitude you demonstrate toward the public. Mr. Roy F. Hendrickson, former Director of Personnel for USDA, puts it this way: "In a democracy there is no place for the civil servant who cannot recognize what his real boss looks like. His real boss is the American people, represented perhaps by the impatient man sitting in the front office drumming his fingers on the desk while he waits. This boss may not always be impressive in appearance. Since he is generally a man who works with his hands --- a plain American citizen --- his clothes may be soiled, his fingernails dirty, his hair uncombed. He is eager to be on with his work and the impatient way he squirms in his chair may make you nervous. He's your boss, this man, and he may be a tougher one than the man you think you work for. He's sensitive and at times appears to be unreasonable. You may have a good program, an efficient organization, a good line of talk and some readable publications, but if you cannot serve his needs he may want to fire you and your whole outfit. He has work to do and he wants to be on with it."

Good public relations, then, for the Federal worker is built around an appreciation of the fact that John Q. Public is indeed the boss. And one deserving respect. We must never develop an attitude of "owning the place."

Knowledge Of And Enthusiasm For Your Product. --- We make a good impression on this boss if we know our job and pursue it enthusiastically. Knowledge is power. Enthusiasm is contagious.

The more we learn about the whole field of agriculture the better job we do, the more valuable we are as Federal workers, and the more the public becomes convinced that our program is good and we are the ones to carry it on.

We of FSA are on a great crusade to improve the life of rural America --- to help the little farmer help himself to better health, better soil, better houses, better financial credit, better markets, better farm and home practices. We further good public relations if those who come into contact with us are impressed with our knowledge of the facts and our zeal to accomplish our objectives.

If the banker asks about subsidy on Irish potatoes we can answer him in one of two ways: (1) "I'm sorry; that comes under another agency," or (2) "The Production and Marketing Administration handles that phase of the agricultural program but latest indication is that the government will support No. 1 Irish potatoes up to 90 percent parity during 1946."

Need one ask which makes the better impression on the banker? Knowledge of the facts made the difference between these two answers. And of course zeal to be of service to the public prompted us to go to the trouble to get those facts.

We need not resent being called
a Bureaucrat if we can write the
definition of the word

"A Bureaucrat is an employee of
the government --- skilled, con-
scientious, well trained in pro-
cedures of government business."

Moral Integrity. --- To only a slightly less degree than the office holder, the federal worker's life and deportment are open to public scrutiny. Moral integrity, to be sure, involves the enthusiastic quest for knowledge and zealous performance of the job to which we have referred. But moral integrity also involves answers to these: (1) Is he morally decent, reflecting credit upon himself, his family and the agency of government he represents? (2) Does he "belong" to the community; contribute of his time, talents and resources to promoting worthwhile civic enterprises? (3) Does he pay his debts? (4) Does he conduct the affairs of his office and preserve intact the properties of the government as though he were in business for himself? Only one who can answer in the affirmative to these deserves to be called a Supervisor --- "one of superior vision."

What has been said here of the Supervisor applies with equal force to each and every staff member. It applies to the office --- its physical aspects and its personnel.

John Q. Public likes for his offices --- government property --- to be neat in appearance, efficient in operation. FSA headquarters often are not in the most modern surroundings; but at least they can be clean. The clerk can answer personal and telephone inquiries pleasantly, intelligently.

Finally, the Supervisor who scores 100% on these hereby is awarded the MPR degree --- Master of Public Relations

(1) Is there a sign on the outside of the building to help strangers locate your office? If you are in the courthouse or federal building likely the superintendent will permit you to place FSA in the building directory and arrows indicating direction to your office.

(2) Is the literature and other printed information which you have for distribution neatly arranged? Obsolete and weather-beaten folders are not conducive to complimentary remarks from visitors.

(3) Does every member of your staff treat each visitor with full respect, showing them such normal courtesies as a pleasant greeting, offer of a chair, and prompt attention to their needs?

(4) Is it likely that one goes away from your office saying to himself: "Now why can't every government office be as pleasant and efficient as that one?"

PERSONAL CONTACTS

When you plan your public relations program, put personal contacts at the head of the list.

That may seem unnecessary. It isn't. Your personal contacts are the foundation of your entire public relations program. The public attitude in your county toward FSA depends upon your effectiveness in developing and maintaining acquaintanceship among the key people around you. The public at large will see FSA -- if at all -- through the eyes of the influential people of the community.

So your personal contacts can't be left to chance. They can't be made haphazardly. They must be planned just as definitely as any other part of your program.

Who are these "influential people" upon whom so much depends? Well ---

The newspaper editor influences his readers;
The minister, his congregation;
The banker, those who do business with him;
The chamber of commerce manager, its members;

And then there are:

Civic club officers and members;
Community leaders (business and professional men, farmers.);
County officials;
City officials;
County or district health authorities;
Farm organization officials;
Veterans' organization officials;
Radio program directors;
Postmasters;
School officials and teachers;
Women's club officers and members.

They're all influential people. But the list is not complete. It could be lengthened indefinitely. It should be. So make up your own list, to fit your own county.

Compile that list -- a list of the people you need to know -- as the first step in planning your personal contacts. By the time you've completed it, you'll have fifty or more names.

Do you know them -- all of them -- and do they know you? If not, get acquainted. Call at their places of business, contrive an introduction at clubs or gatherings they attend -- anyhow, somehow, meet them.

After you've established acquaintance, make an opportunity to:

- a. Explain to them the service FSA performs.
- b. Show them how this contributes to community development.
- c. Suggest they go with you to visit borrowers - let them see the program in action.
- d. Invite them to visit your office; let them examine the farm and home plans of families they know.
- e. Suggest they advise you of farm families who need the services of FSA.
- f. Report to them the progress of families they refer to you.
- g. Request them to keep you informed of problems you are qualified to handle.
- h. Send them a short report of FSA's local activities.
- i. Pass along reports, pamphlets or other material you think will interest them.
- j. Ask them to tell others what they have learned about the work FSA is doing in the community.
- k. Ask them for suggestions to improve FSA service locally.

The above suggestions are set down in "abc" form -- but following them isn't quite as simple as "abc", of course. If you make out your list of influential citizens and then file that list in a drawer of your desk and forget it, your public relations program won't be furthered.

Keep a card file, or a tickler system of some sort. See that the contacts you plan are actually made, and then are kept alive. Make it a point to get in touch regularly with the people on your list. Visit with them, write them a note, call them on the phone.

Whatever you do, remember that when you first made your list, you had two things in mind: First, selling the people listed on FSA and its program in your county; Second, getting them to help sell the same things to the general public.

To accomplish those two things, keep in touch.

NEWSPAPERS AND PERIODICALS

You are a source of news.

FSA borrowers, their activities, their progress, both in the aggregate and as individuals, are the raw stuff of news stories that will interest the public.

Farm Security Administration, its purposes, program, services and its advances toward the goal of a better rural America, concern citizens in every walk of life: those who need FSA's assistance; those who are interested in their community, their government and in people.

You have the facts -- and the public has a right to know.

That adds up to a story in the newspaper.

Well, you have one thing in your favor: you know the editor personally. Personal contacts -- remember? You've dropped into his office, introduced yourself and developed his acquaintance.

Probably you've done more than that: you've talked to him about the services FSA offers; showed him how those services rehabilitate local people and aid community development. You've driven him out to borrowers' farms, to see the program in action. You've handed him literature that would inform him on FSA as a whole and its operation in his county in particular.

Because the editor's primarily interested in news for his readers, you've given him little items from time to time. Not items about FSA, necessarily, but little items you've run across as you went about your work ... grist for his mill.

And you have a story that will interest his readers. How do you give it to him?

First, you collect your facts -- all the pertinent information about your subject. If you've got all the facts, you have the answers to these questions: Who? What? When? Where? Why? -- and perhaps, How?

It's better, of course, if the editor himself, or one of his reporters will transmute those facts into a news story. They're professionals, and besides, it's just human for the editor or the reporter to attach more importance to a story he has written himself and that might influence the "play" it gets in the paper. Moreover, every time the editor or the reporter writes a story about FSA or an FSA borrower, his interest in the program is intensified -- because he has had a part in publicizing it.

So, if you can manage, get the editor or a reporter to write your story. If your town has a daily paper, chances are the paper has reporters on regular "runs" or "beats" and -- if you've done your personal contact groundwork properly -- the editor recognizes you as a news source and has assigned a reporter to "cover" your office as part of his "beat."

If that's the case, you're fortunate. Much of the work of handling news stories has been lifted from your shoulders.

But, in many cases, the paper has no reporter available and the editor is too busy to write the story. He'll be glad to use it, but if you want it in the paper, it's up to you to prepare it.

Let's start:

News stories are reports of action:

- 1 The subject of the story (who);
- 2 Acts or is acted upon (what);
- 3 At a particular time (when);
- 4 At a particular place (where);
- 5 For a certain reason (why);
- 6 And in a special way (how).

Here's an example of such a story, with the six facts underscored:

"Thirty Fannin county families who are purchasing their farms through the farm ownership program of the Farm Security Administration will hold their annual meeting on Thursday at the First Methodist Church in Bonham to plan for 1946. The program will consist of group discussions."

There's your news story.

You may want to write more -- ~~you probably will~~. But as the seed contains an oak tree, so does the paragraph given contain all the elements -- the kernel -- of your news story. Without addition, that paragraph would make a complete and intelligible item in the newspaper.

Additional detail may be added in subsequent paragraphs: The subjects of the group discussions might be given; the names of the participating families listed; the time of starting the meeting inserted. A half column story could be written about the meeting.

But the additional paragraphs would simply elaborate on the basic information contained in the single paragraph -- the statement of the six fundamental facts.

"So," you say, "that's all there is to writing a news story."

Well, to be honest -- no, it isn't. The technique has been oversimplified. But news stories do fall within the framework described.

There will be times when all of the six facts mentioned are not answered. There may not be a clear cut exposition of the "how" or the "why" in your story. Your starting sentence won't necessarily state your facts in the order they have been listed here. You'll open your sentence with the most interesting or important fact. That will vary.

It isn't necessary to give all of your facts in the opening sentence. Don't try to do it if the sentence thereby is made unwieldy or complicated. Do get all of your basic statements in the opening paragraph and use following paragraphs for elaboration. Then, if he's cramped for space, the editor can "cut" your story at any paragraph and still print an understandable story.

Books have been written on the subject of preparing news stories, feature stories, editorials, columns and other material for newspapers. New ones are still being written, so it is to be assumed that the subject has not been exhausted.

Therefore, don't think that this quick once-over constitutes a course in journalism. It doesn't. But get all of the facts in your copy and your story will get by, provided:

1. You write simply. Don't use big words or high-flown phrases.
2. You double-space your copy, writing on one side of the paper.
3. You leave three inches or so margin at the top for the editor to write the headline.
4. Your story is well-typed, without too many pencilled corrections.
5. You have observed the style (punctuation, capitalization, etc.) followed by your newspaper.
6. You give complete names, stick to facts and don't include opinion in your story. Opinion is for editorials -- or columns.
7. You enliven your copy by including a quotation now and then, letting the subject say something in his own words -- enclosed in quotation marks. (He can express an opinion, if quoted.)
8. You stop your story when it is told. Don't ramble on and on.

So much for your chore of preparing a news story. The best way to improve your proficiency is to watch the newspapers and become familiar with how the professionals do it -- and to write stories.

Now for one or two more suggestions about your dealings with the press:

Occasionally there come to you from the regional office "fill-in" news stories. It isn't obligatory that you use them. But they are usually timely. If you do submit them to your editors, re-type them filled in, double-spaced, using one side of the paper. Try to have an original for each newspaper. (When you hand him a carbon, you're telling him, by implication, that his competitor has the original. That doesn't add to his enthusiasm for the story.) Take the story around in person to the newspaper office.

When you submit News stories, be sure they are timely. Editors like fresh news. If the material in the story is old and stale, it probably is worthless.

Find out the publication day of your newspapers and submit your copy early. You'll find that stories submitted several days before press time get better treatment than those rushed in at the last minute. (Of course, if you get a "hot" story at the last minute, don't hold it back. Turn it in and tell the editor why it's late.)

In addition to your local newspapers, big city papers probably circulate in your county. They probably have local representatives -- "correspondents." We'll assume that he, too, is an acquaintance of yours, cultivated much as is your local editor. Give him your stories, too. He probably gets paid "space rates," or so much an inch or a column for the material he sends in. He'll be glad of a chance to send in your news.

It isn't always necessary or advisable to mention Farm Security in the opening paragraph or "lead" of your story, but work it in as close to the top as you can. It won't be as likely to be cut out. Don't overwork references to FSA. Just make reference to it where necessary or reasonable.

And don't forget...the editor prints other news than FSA news. Give him a story or a tip whenever you can. He'll be appreciative and much more likely to welcome with open arms the FSA Supervisor at the door.

Dear Sir,

I have the pleasure to inform you that the
order for the purchase of the above mentioned
quantity of goods has been placed.

The goods are now being prepared and will be
ready for delivery within the next few days.
I am sure you will be satisfied with the quality
of the goods and the service rendered.
Yours faithfully,
[Signature]

I am sure you will be satisfied with the quality
of the goods and the service rendered.
Yours faithfully,
[Signature]

I am sure you will be satisfied with the quality
of the goods and the service rendered.
Yours faithfully,
[Signature]

RADIO

If there is a radio station in your county, you have at your disposal one of the most effective means ever devised of reaching the public ear.

And your passport to a microphone is your acquaintance with the station's farm editor or program director.

When he knows you and the part you and Farm Security play in the rural life of the community, he'll recognize you as having potential material for interesting broadcasts.

What have you to offer him?

Two things: spot news items, for inclusion in the station's newscasts and stories around which programs may be built.

News about FSA, the services it offers, its activities in the county, the progress and activities of its borrowers, all are welcome on your station's newscasts. This is particularly true of small, local stations.

Your news items for the radio stations newscasts will be handled in much the same manner as your newspaper items. Give the farm editor or program director the facts and he will incorporate the item in his spot news program.

The other material you have to offer -- stories which can be built into individual programs -- call for different treatment.

You may have to plan the broadcast and prepare the script.

If you find yourself with a program on your hands, what sort of broadcast should you attempt?

Well -- remember that radio, effective though it is, has certain limitations. A radio program lacks permanence. The listener can't go back and refer to something; when the broadcast is over, it's over. The listener's attention may be interrupted, or he may come in on the broadcast after it has started. So, if possible, build your program around a single idea:

Tell of a particular type of aid FSA offers and where and how to apply for more information.

Tell of a particular farmer and his problems and the progress he has made in meeting them.

Tell of a particular farm problem and of the efforts that have been made to solve it.

Any of the three ideas mentioned will provide a vehicle for getting the story of FSA across to your listener audience. An infinite variety of problems beset the farmer. The story of his struggles to conquer them, especially when the story has a happy ending, affords excellent material for illustrating FSA's role in rural life.

Having determined the story you wish to tell and the point you wish to make in the telling, how shall you present it?

There are several types of script:

The straight talk. You tell the story as a straight narrative. This is probably the easiest type of script to prepare and to handle. But it has disadvantages. It may become monotonous and listeners may flip a switch or twist a dial to shut you off.

The interview. You select the farmer who has the story to tell. Let him tell the story, but draw him out with comments and inquiries. This type of script overcomes the monotony of a one-voice broadcast.

Questions and Answers. You answer questions about the FSA program. The farm editor or the program director or announcer ask them. But let the other fellow talk and comment. Don't make a stooge out of him. This script is really an "interview" script, but in reverse.

Use of local talent in a round-table discussion. Several farmers or homemakers tell their own stories, compare experiences and reach conclusions. Well done, this is an effective type of program, but it is difficult to arrange without the assistance of the studio. Requires several rehearsals.

Dramatization of a phase of FSA's program or of a particular case. Probably the most effective presentation when expertly done. Not to be attempted by beginners, however. It is the most difficult program to prepare and execute. If the station has writers and arrangers and wants to prepare a dramatization, you can furnish the base material.

Most of your programs probably will be straight talks, interviews with farmers or question-and-answer broadcasts.

When you sit down to prepare the script, remember that radio writing differs from newspaper writing. For a newspaper story, you pack all the information into the shortest space possible. For radio, you unfold your ideas much more slowly. Repetition that is not permitted in news writing is necessary in radio.

So:

Open with a friendly, informal greeting to your listeners.

Plunge into an attention-getting opening paragraph. This is important. Get your listeners' interest and they will stay with you. But get it quickly.

1. The first part of the paper is devoted to a general discussion of the problem of the existence of solutions of the system of equations

which are satisfied by the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ in the domain D .

2. In the second part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D .

3. In the third part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D and to satisfy the boundary conditions

4. In the fourth part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D and to satisfy the boundary conditions

5. In the fifth part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D and to satisfy the boundary conditions

6. In the sixth part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D and to satisfy the boundary conditions

7. In the seventh part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D and to satisfy the boundary conditions

8. In the eighth part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D and to satisfy the boundary conditions

9. In the ninth part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D and to satisfy the boundary conditions

10. In the tenth part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D and to satisfy the boundary conditions

11. In the eleventh part of the paper we shall consider the case when the functions $u_i(x, y, z)$ and $v_i(x, y, z)$ are assumed to be continuous in the domain D and to satisfy the boundary conditions

Give a brief outline of what you're going to talk about.

Develop your theme.

Summarize briefly your main points.

Or, as someone put it: "Tell them what you're going to say, say it, then tell them what you've said." The summary will clinch the body of your talk.

Close with directions about where to go for further information.

In writing your script, cast it in conversational style. You're not talking to a large audience. You're talking to two or three folks, gathered around a radio. Don't use technical language or big words -- and don't talk in the abstract. Clothe the idea you're trying to put across in story form: talk about the actions of people and their experiences. Your talk must be easy to listen to and to understand.

Make it personal. Use "you" "I" and "we" and cast your statements in the active voice wherever possible. Say: "You can find out about the program," rather than "information about the program is to be had.."

Don't use involved sentences. They can't be followed.

When you deliver your broadcast, talk naturally -- conversationally. Remember: you're not addressing a big meeting. You're talking to two or three neighbors. Don't "make a speech." Visit, don't lecture.

Before you go on the air, read your script aloud two or three times. Otherwise, you may trip on the most innocent-looking sentence because a series of sounds in it are hard to pronounce. Change the sentence if you stumble over it. And, as you practice, underscore words you want to stress, as a reminder.

When you write an interview or question-and-answer script, the same rules given above will prevail. In addition, remember that you're writing dialogue -- make it as much like normal conversation as you can.

And when you are participating in an interview, remember that your audience is overhearing a conversation between two people. They'll be more interested if you keep them feeling that way.

ORGANIZATIONS

Whenever a politician gets a crowd of people together he launches a speech. It beats going from door to door and telling each person individually. Concentration of people within a limited area spells a savings in time and effort to those who would tell them or sell them something. Besides, group reaction fosters enthusiasm. And organized support is better than the support of an equal number of individuals who are unorganized and may lack a strong voice.

The FSA Supervisor finds ORGANIZATIONS or COMMUNITY GROUPS a vital link in his chain of creating and maintaining good public relations. You will want to be a member of one or two of these organizations. You will want to become acquainted with the president or other leader in such organizations. You will want to take advantage of such friendships in obtaining invitations to speak before meetings of these groups to tell the story of Farm Security.

One invitation begets another if you make a good presentation.

About the talk itself:

1. Make it brief; a good 10-minute talk beats a rambling 30-minute speech.
2. Relate it to the Community, with specific case histories that have the human interest angle.
3. Do not read the talk; speak from a few notes if necessary.
4. Close with a word of appreciation at having been invited to speak, and with an invitation to those present to go on a tour with you at some appointed time to see first-hand what the program is accomplishing.
5. If you wish you may find it desirable to distribute a printed or mimeographed bulletin or booklet setting forth the FSA program and perhaps some statistics on that County.

Just as you maintain an up-to-the-minute file on influential individuals in the County, so do you maintain a file on organizations, their leaders, etc. You will not want to overlook any group:

Rotary Club	Parent-Teachers Association
Kiwanis Club	Pastors' Association
Business & Professional Women's Club	Labor organizations
Lions Club	Junior Chamber of Commerce
Chamber of Commerce	Veterans Organizations
	Farm groups

COUNTY COMMITTEEMEN

Next to you and your co-workers, your county committeemen have a deeper and more personal interest in Farm Security than any other people in your county. They are -- or should be -- fully informed about the program in general and particularly as it applies to your county.

They are respected, "solid" members of their communities. By experience, attainment and reputation they are among the best-qualified individuals in the county to examine FSA services and to interpret and evaluate the program for their fellow citizens.

Are they active in your information program? They should be.

For example:

Personal contacts have been described as of prime importance in building and maintaining good public relations. Try as you will, you won't be able to make all of the necessary contacts personally. Moreover, some people just won't "cotton" to you -- you run into the human equation.

But a committeeman may succeed where you have failed. A matter of personality, perhaps; or of mutual acquaintances. Or it may be he has -- in the eye of the beholder, at least -- the advantage of being able to regard FSA objectively, and to give unbiased information and opinions about it.

Regardless of the "why", there are many doors closed to you personally that will swing wide for a member of your county committee.

Build them up -- deliberately. Use them as speakers before local clubs and civic groups. Quote them -- with their permission, of course -- in newspaper items. Use them on your radio programs. Whenever and wherever the opportunity presents itself, push them to the fore -- let them "front" for FSA in your county.

These suggestions, of course, are predicated on the assumption that your committeemen are fully informed about the program; that you keep them abreast of activities, progress and scope of FSA both in the county and in the state.

They are predicated also on the assumption that you are using the committee as fully as possible as an advisory group and in contacts with borrowers, so that they feel they have a personal interest in what is going on.

They can't tell what they don't know; they won't tell what they don't feel.

Keep your committeemen informed, interested -- and out in front.

BORROWERS

Potentially there are 75 to 200 or more goodwill ambassadors in your County who can be a mighty big factor in carrying on your public relations efforts. They are the borrowers themselves. If the borrowers are not sold on the program and on you, no amount of handshaking and public speaking on your part will succeed. Your public relations program really must start with the FSA borrower families.

It's as simple as two and two making four. If Joe Doakes, an RR borrower, thinks you are a pretty good fellow; if you treat him as a human being and not a number on a caseload, he'll put in a good word for you to the barber, to the garage man, to the preacher, to the county judge, to his neighbor on the next farm. You just can't win without Joe Doakes' help!

Keep him informed, too. Through the newsletter and other media you will want to let Joe know what FSA is doing nationally, in his State and in his County.

Sometimes you will want to use Joe on the radio or even take him to the Rotary Club where he will help you tell the story of FSA. You will want to keep him public relations conscious, to the extent that he will cooperate when you bring visitors to his place on tours and to the extent that without even a hint from you he will write his Congressman a personal letter expressing approval of the program and asking support of pertinent legislation and appropriations.

Your own public relations efforts, multiplied by the number of Joes there are in your County, becomes a powerful force.

OTHER GOVERNMENTAL AGENCIES

You will want to maintain the closest and most harmonious working relationship with all agencies of the government --- federal, state and local --- especially those dealing with various phases of agriculture. This pays big dividends.

By doing so you best serve (1) FSA families, (2) the public, and (3) yourself!

If you are thoroughly informed as to what other agencies are doing, and if you are cooperative in all dealings with them, you will find that you can rely upon them to lend a hand in assisting FSA borrowers. SCS, REA, FCA, PMA, BAE, the County Agent and the others are in a position to help you do a better job than you could possibly do along. In turn you will want to do favors for them.

When joint enterprises are undertaken within the County, give full credit in the newspapers and elsewhere to all participating agencies, even though FSA may be taking the lead in a particular project. Jealousies have no part in public relations; certainly they have no part in the family of federal agencies and workers.

On every occasion the opportunity presents itself, pay tribute to fellow agencies. Mutual respect among you builds public respect for each and all of you!

VISUAL AIDS

Films are valuable in telling our story to groups, large and small. You will find the slide films and the movie films make a big hit at borrower meetings and at club meetings to which you are invited. Films supplement your talk.

You may obtain appropriate movie films, many of them sound films, from the State universities or the Agricultural & Mechanical Colleges which the USDA has delegated as depositories. These come free to you, except for carrying charges. See your files for list of films.

Exhibits at county fairs and other similar attractions prove effective in keeping the public informed. Unfortunately, the Regional Office has little to offer in the way of exhibit material, the Washington office having curtailed expenditures for such purposes for the present. However, the ingenuity of many supervisors proves that where there is a will there is a way, and exhibits built by these supervisors are excellent.

A hammer, saw and a few nails, plus a little lumber, paint, and store-bought toy animals and trucks, can be turned into an attractive layout of the model FO farm. You might even build side by side the "before" and "after" scenes.

Or, a model ventilated pantry, its shelves painted attractively and lined with colorful jars of canned fruits and vegetables, makes an excellent exhibit. Over this you would letter neatly such a sign as: "Goal---125 quarts for each member of the family each year".

Posters, photographs and colorful crepe paper make appropriate backgrounds. When available, FSA folders may be distributed from such booths.

Don't overlook the visual aids in your public relations program.

PERSONAL LETTERS

This brief has sought to emphasize the value of personal contacts --- the cornerstone of any successful public relations program. Likewise, it has sought to imply that these contacts must be kept alive, and kept alive by a continued flow of current information. For doing this you will find the personal letter hard to beat!

The banker, the editor, the doctor, the county judge, the high school superintendent, the chamber of commerce manager, the civic club president, the labor chief, the veterans organization leader --- these and all the others on your list of influential citizens --- will respond very favorably to an occasional letter from you.

These letters would be

1. Brief, well written, concise reports of new programs or year-end summary of activities within the County.
2. Sent out once or twice a year, seldom oftener than that.
3. Individually written on the typewriter on FSA letterhead, and signed in ink by yourself.

Possibly a printed booklet about Farm Security might be enclosed with the letter.

You will find the personal letter addressed to key figures in your County well worth the time and effort required of you and the clerk-typist. You cannot depend upon the newspapers and other public media alone to "get the job done" with these people.

TOURS

Though you speak with a silver tongue or write in letters of fire, you still have to show the gentleman from Missouri -- or from Oklahoma, Texas or New Mexico.

Seeing is not only believing -- it is comprehending.

If you would have the public in your county comprehend the FSA program and understand what it is doing for the low-income farmers whom it reaches, show them.

Tours are more than worth the time, trouble and effort spent on organizing them. See to it that no year passes without an organized tour of Farm Security borrower family farms in your county. And see to it that all of the people on your "personal contact" list are invited to go along. There will be others invited, of course -- but don't overlook any of the "key" people when you pass out the invitations. Even if they can't go, they'll appreciate being asked.

In mapping your tour, include both rehabilitation and FO farms on the list. Better still, have more than one tour. And plan in advance an itinerary based on what you are trying to show -- on what points you are trying to bring out.

But don't stop with formal farm tours. Make a habit of inviting one or more individuals to accompany you on trips into the rural areas. The casual invitation to "come along and see a borrower with me" may pay bigger dividends in the long run than the formal tour.

For one thing, there'll be more time to discuss the program in detail with an individual whose opinion may be important to you and to FSA. For another, he may feel that the "casual" invitation will give him a better opportunity to see the program really "as is," and not dressed up for company.

You aren't the only person in your county who is interested in rural tours. Chambers of commerce frequently sponsor "good will tours" and other Federal agencies organize trips. When such a tour is in the making, check its proposed route and suggest that a stop be made at the farm of a borrower -- it's another good chance to create an impression.

People who see what FSA is doing will do more talking about it to their friends and neighbors than people who hear or read about it. If what they see is to their liking, they'll be enlisted on your public relations staff, even though they may not realize it.

The bigger the group talking for you, the bigger end results.

THE HISTORY OF THE
CITY OF BOSTON

FROM THE FIRST SETTLEMENT TO THE PRESENT TIME

BY
JOSEPH NEALE

VOLUME I.
FROM THE FIRST SETTLEMENT TO THE
REMOVAL OF THE COLLEGE FROM
DORCHESTER TO BOSTON.

NEW-YORK:
PUBLISHED BY
J. NEALE, 100 NASSAU ST.

1854.

THE HISTORY OF THE
CITY OF BOSTON

FROM THE FIRST SETTLEMENT TO THE PRESENT TIME

BY
JOSEPH NEALE

VOLUME I.

LITERATURE

Printed booklets and folders which answer in condensed form some of the hows and whys of the Farm Security program are valuable in supplementing any informational talks or letters you might direct to groups or individuals.

When you make a talk to the Rotary Club you may want to distribute printed literature to those present --- something the men may take home or to the office for further study and reference.

You may want to enclose a folder in letters you write the veterans organization, informing them of services FSA is ready to render the returning servicemen.

You may want to use a descriptive bulletin in filling any request you receive for information about the agency.

Be sure, of course, that such bulletins or booklets are current; obsolete folders should be destroyed.

Posters are useful in your public relations program. Put them up in your outer office. Where you have several posters of the same kind, display them prominently in the courthouse, federal building, perhaps occasionally in the window of an accomodating merchant where the general public may see them.

Posters also help build your exhibit at the county fair.

NEWSLETTERS

Supervisor after Supervisor has come to appreciate the value of the County Newsletter as (1) time saver over personal letters to borrowers, (2) morale booster through which you sing the praises of those who have achieved successes, (3) supplement to the word of mouth supervision, providing the borrower with something in writing for future reference.

The best newsletter will be:

1. One or two pages in length.
2. Well written, newsy, interesting.
3. Discreetly phrased: Use gentle suggestion rather than the harsh "must".
4. Sent once or twice a month, not on a regular date for this makes it a periodical rather than a letter.
5. Called by such heading as Jones County Newsletter, dated but without a volume number, and bear name of the town where office is located.
6. Illustrated with line drawings to add emphasis to the stories and not just to be decorative.
7. Full of names: This builds morale and increases reader interest.
8. Signed at the bottom by Supervisor and HM Supervisor.
9. Franked and addressed on the reverse side so it can be folded and mailed without envelope.

A Newsletter written in the correct tone will prove an effective tool in furthering your public relations efforts among the FSA families.

